

Message Text

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R 261853Z AUG 75
FM AMEMBASSY PARIS
TO SECSTATE WASHDC 2520
INFO AMCONSUL BORDEAUX
AMCONSUL LYON
AMCONSUL MARSEILLE
AMCONSUL NICE
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UNCLAS SECTION 01 OF 02 PARIS 21940

E.O. 11652: N/A

TAGS: BEXP, FR

SUBJECT: FY'75 COUNTRY COMMERICAL PROGRAM EVALUATION

REF: STATE 200484

1. APPRAISAL OF POST PERFORMANCE UNDER FY75 CCP FOR FRANCE SHOULD BE CONDITIONED BY AWARENESS THAT THIS WAS FIRST YEAR IN WHICH CCP CONCEPT WAS INTRODUCED IN FRANCE AND THAT 'CAMPAIGNS' WERE SELECTED LARGELY ON BASIS OF PTC AND OTHER PROMOTIONAL EVENTS TO WHICH POST WAS ALREADY COMMITTED. IN MOST CASES WE HAD NOT TIME TO DEVELOP LOGICAL AND TIME PHASED STRATEGY FOR CAMPAIGNS, INCLUDING MARKET ANALYSIS, TARGET LIST REFINEMENT, MULTIPURPOSE PLANT VISITS, DIRECT MAIL SOLICITATION, FOREIGN BUYER GROUP PROJECTS, ETC. IN FACT IT IS FAIR TO SAY THAT WE FUNCTIONED IN FY75 MUCH AS WE WOULD HAVE DONE IF THERE HAD BEEN NO CCP. FIRST REAL TEST OF CCP CONCEPT IN FRANCE WILL COME ONLY IN CURRENT FISCAL YEAR 1976. WITH THESE CAVEATS WE RESPOND BELOW TO QUESTIONS POSED REFTEL IN SAME NUMERICAL SEQUENCE.

2. SOME CAMPAIGNS (I.E., SOME COMMERCE-SPONSORED EVENTS AROUND WHICH CAMPAIGNS WERE BUILT) WERE CLEARLY UNCLASSIFIED

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MORE SUCCESSFUL THAN OTHERS. IN TERMS OF "INCREMENTAL

SALES" (AS DEFINED BY USDOC), BEST RESULTS CAME FROM EVENTS INCORPORATED UNDER CAMPAIGNS 2, 4, 5, AND 6. EXCEPT IN CASE OF CAMPAIGN 6 (AIRCRAFT AND AVIONICS) AND SOME ELEMENTS OF CAMPAIGN 5 (CONSUMER GOODS) THESE GOOD RESULTS ARE ATTRIBUTABLE PERHAPS MORE TO APTNESS OF THEMES THAN TO FOCUSED DEPLOYMENT OF WASHINGTON OR POST RESOURCES. WE ARE SATISFIED, HOWEVER, THAT GIVEN TRANSITIONAL NATURE OF FY75 CCP, RESOURCES EVENTUALLY DEVOTED TO EACH "CAMPAIGN" (SEE PARA 4 OF PARIS 18752) WERE APPROPRIATE AND JUSTIFIABLE. IN FY76 WE HOPE TO BE ABLE TO ALLOT LARGER SHARE OF TOTAL COMAFF RESOURCES (ROUGHLY ONE THIRD) TO CCP CAMPAIGNS AND OTHER PROMOTIONAL PROJECTS, AS OPPOSED TO NORMAL REACTIVE ROUTINE.

3. SINCE "EMPIRICAL", I.E., DOLLAR VALUE, GOALS OF FY75 CCP WERE COEXTENSIVE WITH INCREMENTAL SALES GOALS OF UNDERLYING EVENTS, CAMPAIGN ACHIEVEMENTS IN THESE TERMS WAS SYNONOMOUS WITH EVENT ACHIEVEMENT. THESE FIGURES WERE GIVEN IN PARA 3 OF PARIS 18752. (AS DEPT IS AWARE, FY76 CCP LINKS ALL DOLLAR VOLUME GOALS TO PTC EVENTS AND RIGHTLY DOES NOT ATTEMPT TO SET THEM FOR OVERALL CAMPAIGNS SINCE BASIC PURPOSE OF CAMPAIGNS IS NOT TO ACHIEVE SALES BUT RATHER TO OBTAIN REPRESENTATION FOR NTM FIRMS AND PRODUCTS.) PROGRESS TOWARD ACHIEVEMENT OF PRIMARY "ACTIVITY GOAL", I.E., TO GENERATION, IN PRODUCT CAMPAIGNS, WAS COVERED IN PARA 2 OF PARIS 18752 WHERE WE REPORTED L,386 CAMPAIGN-RELATED TO'S SUBMITTED AGAINST ANNUAL TARGET OF 600. THUS GLOBAL TO GOALS WERE CLEARLY TOO MODEST; WE FELL SHORT OF TO TARGET ONLY IN AIRCRAFT AND AVIONICS CAMPAIGN WHOSE RESULTS WERE ALMOST EXCLUSIVELY ATTRIBUTABLE TO PARIS AIR SHOW. RESULTS IN TERMS OF BSP'S, KEY PROSPECT CALLS AND MARKET RESEARCH WERE ESSENTIALLY ON OR ABOVE TARGET IN ALL CAMPAIGNS. OUR FOREIGN BUYER GROUP GOALS (ALL IN CAMPAIGNS 2 AND 5) WERE ONLY PARTIALLY MET.

4. MANPOWER RESOURCES IN COMAFF, PTC, AND CONSULATES WERE ESSENTIALLY ADEQUATE TO ACHIEVE TARGETED RESULTS BUT MORE COULD HAVE BEEN ACCOMPLISHED BY ALL THREE ELEMENTS IF REPRESENTATION ALLOWANCES AND CONTRACT UNCLASSIFIED

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RESEARCH ALLOTMENTS HAD BEEN MORE GENEROUS AND IF GLOBAL TRAVEL SQUEEZE HAD NOT INHIBITED OUR MOVEMENTS BRIEFLY LAST SPRING. AS WE HAVE SIX 3-MAN MARKET DEVELOPMENT TEAMS IN COMAFF, WE HAVE CAPABILITY OF CONDUCTING SIX SIMULTANEOUS FULL-SCALE PRODUCT CAMPAIGNS; THUS REDUCTION IN NUMBER OF CAMPAIGNS WOULD NOT HAVE PAID SIGNIFICANT DIVIDENDS. OVERTIME, BOTH OFFICIAL AND UNOFFICIAL, WAS NECESSARY BEFORE AND DURING EVENTS (PARTICULARLY

PARIS AIR SHOW) BUT WAS NOT SIGNIFICANT PROBLEM. WE
WERE HAMPERED THROUGHOUT FY76, HOWEVER, BY LACK OF STAFF

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TIME TO CONDUCT IMPORTANT BUT TEDIOUS WORK ON EXPANDING
FTI AND BEEFING UP NEWSLETTER. THESE TASKS ARE NOW
BEING ASSIGNED HIGHER PRIORITY.

5. GIVEN CIRCUMSTANCES OUTLINED IN PARA 1 ABOVE, WE
ARE NOT YET IN POSITION TO ASSESS VALUE OF CCP ON SOLID
BASIS OF EXPERIENCE. MOST OF US ARE MORALLY CONVINCED,
HOWEVER, THAT CONSCIOUS FOCUS OF RESOURCES BY BOTH
WASHINGTON AND FIELD ON JOINTLY AGREED TARGET INDUSTRY
SECTORS IS OBVIOUS STEP FORWARD. PROBLEM IS TO AVOID
DIVERSION OF RESOURCES INTO TOO-FREQUENT PULSE-TAKING
AND TO SET GOALS WHICH ARE GERMANE TO GOVERNMENTAL
TRADE PROMOTION ACTIVITY. INCREMENTAL SALES IS ONE OF
SEVERAL VALID TARGETS FOR TRADE SHOWS BUT FOR CCP
CAMPAIGNS AS A WHOLE THE MOST APPROPRIATE TARGETS
ARE TRADE OPPORTUNITIES GENERATED (BROKEN DOWN BY REPRESENTATIONAL AND DIRECT SALE) AND NEW US FIRMS OR PRODUCTS INTRODUCED INTO THE MARKET. VALUE OF CCP AS MANAGEMENT TOOL FOR TOP MANAGEMENT ECHELON IN FOREIGN SERVICE

IS CIRCUMSCRIBED BY FACT THAT IT DEALS ONLY WITH ONE
SEGMENT OF US BOP PROGRAM, I.E., ELEMENTS BACKSTOPPED
BY USDOC. IT POINTS WAY TO BETTER UTILIZATION OF RE-
SOURCES ALREADY COMMITTED TO INDUSTRIAL EXPORT AND
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REVERSE INVESTMENT PROMOTION, BUT APPEARS INCAPABLE OF
GENERATING NEW RESOURCES OR OF CLARIFYING RELATIVE
PRIORITY OF CCP OBJECTIVES IN BROADER US FOREIGN POLICY
FRAMEWORK.
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